

Message Text

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TOSHU 162

FOR SECRETARY DENT

FOLLOWING REPEAT BUDAPEST 3276 SENT ACTION SECSTATE INFO MOSCOW
TEHRAN WARSAW SEPT. 26:

QUOTE

C O N F I D E N T I A L

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E.O. 11652: N/A

TAGS: OVIP HU

SUBJECT: MEDIA REACTION TO DENT VISIT

PLEASE PASS SECRETARY DENT

1. SUMMARY. VISIT OF COMMERCE SECRETARY DENT GIVEN WIDE-
SPREAD AND FAVORABLE COVERAGE IN LOCAL PRESS, RADIO AND TV.
COVERAGE INCLUDED ARRIVAL STATEMENT, FULL ITINERARY AND
GENERALIZED STATEMENT ON PURPOSE OF VISIT, WITH PARTICULAR
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REFERENCE TO HUNGARIAN OBJECTIVES. SECRETARY'S REMARKS AT

DEPARTURE PRESS CONFERENCE ALSO CARRIED IN DETAIL AND EMPHASIS GIVEN TO POSITIVE STEPS BEING TAKEN TO IMPROVE US-HUNGARIAN TRADE RELATIONS. WE INTERPRET FAVORABLE COVERAGE IN MEDIA AS SIGN THAT GOH NOT ONLY WANTED TO CREATE FAVORABLE CLIMATE FOR VISIT, BUT TO STRESS TO PUBLIC GOVERNMENT'S DESIRE TO IMPROVE AND EXPAND ECONOMIC AND POLITICAL TIES WITH US AND FACT WE WERE RESPONDING. WE DO NOT HAVE AVAILABLE COPIES OF LAST YEAR'S PAPERS BUT IMPRESSION OF THOSE WHO WERE HERE DURING SECRETARY ROGERS' VISIT IS THAT PRESS TREATMENT THIS TIME WAS EVEN MORE EXTENSIVE. TONE OF HUNGARIAN EFFORT ON TRIP AS WHOLE CAN PERHAPS BEST BE DESCRIBED BY REMARK TRADE MINISTER BIRO WAS OVERHEARD MAKING AT AIRPORT AT SECRETARY'S ARRIVAL. LOOKING AT LONG LINE OF MERCEDES BENZ CARS GOH HAD PROVIDED HE ASKED IF THEY WERE ALL FOR SECRETARY DENT. ON BEING TOLD THEY WERE HE COMMENTED THAT IT LOOKED LIKE A BREZHNEV VISIT. END SUMMARY.

2. ALTHOUGH ARRIVAL OF DENT PARTY CAME ON "OFF DAY" FOR MEDIA (TV OFF AIR AND MOST NEWSPAPERS NOT PUBLISHED MONDAY), VISIT GIVEN HEAVY COVERAGE IN HUNGARIAN NEWS MEDIA. EVENING OF 23D, TV NEWS BROADCAST EXCERPTS FROM ARRIVAL STATEMENT ALONG WITH PHOTOS OF AIRPORT SCENE. RADIO STATIONS BROADCAST FULL TEXT OF STATEMENT ALONG WITH SHORT COMMENTARY ON GOH HOPES FOR EXPANSION OF TRADE AND ENDING OF US "TRADE DISCRIMINATION". AFTERNOON PRESS CARRIED MOST OF ARRIVAL TEXT AND ESTI HIRLAP (POPULAR BUDAPEST DAILY) HAD FRONT PAGE PHOTO.

3. ON 25TH ALL NEWSPAPERS, INCLUDING PARTY DAILY NEPSZABADSAG, CARRIED ARTICLE ABOUT TWO THIRDS OF A COLUMN LONG ON INSIDE PAGES, LISTING ITINERARY, US AND HUNGARIAN PARTICIPANTS IN TALKS, AND GOH VIEWS ON SUBSTANCE OF MEETINGS. NEPSZABADSAG, QUOTED VICE PREMIER TIMAR AS SAYING "BOTH PARTIES ASSESSED IN A POSITIVE MANNER ACHIEVEMENTS ATTAINED RECENTLY IN DEVELOPMENT OF ECONOMIC RELATIONS BETWEEN TWO COUNTRIES. HUNGARY IS INTERESTED IN TRADE FREE FROM DISCRIMINATION AND, ON BASIS OF GATT RULES, IS RELYING ON ABOLISHMENT OF DISCRIMINATION. WE DEEM IT ADVISABLE TO BRING ABOUT WITH UNITED STATES A TRADE AGREEMENT LIMITED OFFICIAL USE

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THAT PROMOTES BOTH TRADE AND COOPERATION". ALL NEWSPAPERS STATED THAT POLITICAL QUESTIONS ALSO RAISED DURING TALKS, BUT NO DETAILS GIVEN REGARDING SUBJECTS OR SUBSTANCE (ENGLISH LANGUAGE PAPER AND PRINCIPAL ECONOMIC PAPER CARRIED STORY ON FRONT PAGE).

4. TUESDAY (25TH) PRESS IN ARTICLES ON VALYI FUNERAL ALSO LISTED DENT PROMINENTLY WITH VIP REPRESENTATIVES OF SIMILAR

RANK FROM CEMA COUNTRIES AND REPORTED HIS SENDING OF A WREATH. TUESDAY EVENING RADIO AND TV CARRIED NEWS OF DEPARTURE, ATTENDANCE AT VALYI FUNERAL AND TRIP THROUGH TUNGSRAM PLANT. AGAIN EMPHASIS GIVEN TO TIMAR'S REMARKS AND GOH'S DESIRE TO END "TRADE DISCRIMINATION". IN WEDNESDAY PRESS (SEPT 26) GOOD COVERAGE GIVEN TO SECRETARY'S DEPARTURE STATEMENT AND ANSWERS TO PRESS QUESTIONS. AFTER GIVING SECRETARY'S REMARKS REGARDING FRUITFULNESS AND ENJOYMENT OF VISIT, HE WAS QUOTED AS HOPEFUL THAT PRESIDENT'S PROPOSAL ON MFN WOULD BE PASSED NEXT YEAR AND THAT BILL COULD PAVE WAY FOR BILATERAL TRADE AGREEMENT, THEREBY INCREASING TRADE AND IMPROVING BUSINESS FACILITIES. SECRETARY QUOTED AS SAYING ADMINISTRATION WOULD ENCOURAGE JOINT VENTURES, WITH AGREEMENTS LEFT TO US AND HUNGARIAN ENTERPRISES. PAPERS ALSO CARRIED SECRETARY'S STATEMENT THAT RECENT VISITS BY LEADERS OF BOTH COUNTRIES "HAVE MARKED NEW UNDERSTANDING AND HARMONY IN WHICH RELATIONS HAVE MOVED FORWARD." PRESS ALSO UNDERSCORED SECRETARY'S INVITATION TO FOREIGN TRADE MINISTER BIRO TO VISIT US.

5. CONSIDERING LEVEL OF BILATERAL RELATIONS AND OMNI-PRESENT HUNGARIAN DESIRE NOT TO OFFEND SOVIETS, MEDIA COVERAGE OF VISIT EXTENSIVE AND REMARKABLY POSITIVE IN TONE. NO REFERENCES MADE TO OUTSTANDING POLITICAL DIFFERENCES OR TO QUESTION OF CROWN. EFFORT CLEARLY MADE TO ACCENTUATE POSITIVE. GOH OBVIOUSLY WANTED TO DEMONSTRATE ITS DESIRE TO CONTINUE TO IMPROVE AND EXPAND ECONOMIC AND POLITICAL TIES WITH US. VISIT ALSO HELPS DEMONSTRATE TO HUNGARIAN PEOPLE INCREASING INTERNATIONAL ACCEPTANCE OF GOH BY "NON-SOCIALIST WORLD". PEDERSEN

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